



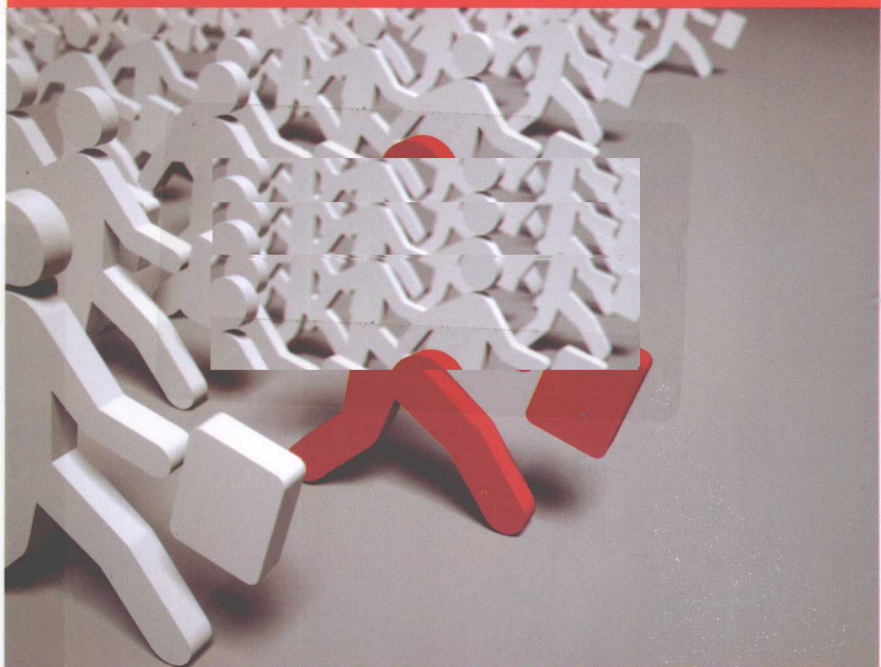
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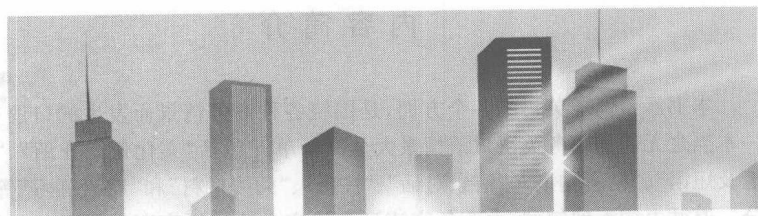
商务英语交际口语

商务交流篇



国防工业出版社

National Defense Industry Press



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内 容 简 介

本书涵盖商务英语的各个方面,是围绕各种商务情景而发生的口语交流,是一本当之无愧的商务英语口语情景大全。每单元包括“文化背景介绍”、“相关词汇及短语”、“精彩句型”、“情景对话”、“注释”、“阅读材料”和“口语练习”等七个部分。遵循由词汇到句型,由商务交流到商战实务这一循序渐进的过程编排而成。本书编写本着在各种商务活动下学习和运用英语,了解商务知识和提高交际能力的宗旨和实用、易懂、易练的原则进行编写。

本书是为高等院校商务英语专业和国际贸易专业学生编写的口语教材,亦可供非英语专业的学生学习商务英语口语使用,同时也可作为公司、企业英语培训的教材及广大英语爱好者学习商务英语的阅读材料。

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前言

随着我国对外开放力度的加大,我国经济、贸易等各个方面逐渐融入国际社会及世界经济主体,商贸活动也日益全球化,社会对既熟悉国际商务又熟练掌握英语的高级复合型人才的需求也越来越大。在这样的大环境下,为了顺应时代发展的潮流,结合多年的实际教学经验,我们编写了《商务英语交际口语教程——商务交流篇》与《商务英语交际口语教程——商战实务篇》两册,共60个单元。每单元包括“文化背景介绍”、“相关词汇及短语”、“精彩句型”、“情景对话”、“注释”、“阅读材料”和“口语练习”等七个部分。遵循由词汇到句型,由商务交流到商战实务这一循序渐进的过程编排而成。本书编写本着在各种商务活动下学习和运用英语,了解商务知识和提高交际能力的宗旨和实用、易懂、易练的原则进行编写。

本书内容安排重点如下:

- (1) 力图涵盖商务英语的各个方面,围绕各种商务情景而发生的口语交流,本书是一本实用的商务英语口语情景大全。
- (2) 编写过程中注意介绍系统的业务知识,其内容包括信用证、海关检验等,在学习地道英语口语的同时,补充相关专业知识和提高自身素质和商务工作能力。
- (3) 语言难度一致,语言知识和业务内容安排系统,并且有一定频率的重复,有助于掌握和巩固重点内容。
- (4) 练习内容丰富,设计精良,有助于帮助掌握所学内容。
- (5) 阅读材料丰富,并提供充分的文化背景知识。

本套教程是专门为高等院校商务英语专业和国际贸易专业学生编写的口语教材,亦可供非英语专业的学生学习商务英语口语使用,同时也可作为公司、企业英语培训的教材及广大英语爱好者学习商务英语的阅读材料。

本书由时秀梅主编,艾咪娜、郭景华任副主编,本书在编写过程中,参阅并引用了大量的文献资料及专家学者的研究成果,在此对他们表示感谢!

由于编者水平有限,书中难免有不尽完美之处,敬请读者提出宝贵意见,E-mail 地址是:shixiumei0423@gmail. com。

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Lesson 1

Introductions and Greetings

Cultural Background

以任何一种语言所做的介绍与问候都有一个共同的目的：与他人建立关系、意识到他人的存在、表现出自己友好的一面。介绍主要分为两种：自我介绍和介绍他人。同时，问候也分为两种：正式问候和非正式问候。如果你想介绍两个素不相识的人认识，首先你要让他们认识你自己。如果你想给初次见面的人留下彬彬有礼的印象，那最好使用正式的问候用语。因此我们将在这里学习如何进行自我介绍及如何正式地问候他人。

在国外，初次见面的人会说 How do you do? (久仰)，对方也会用 How do you do? 来回答。这句话现在通常不再用了，不过有些比较熟的朋友在日常见面也会以 How do you do? 问候彼此。

一般人在日常问候时会讲 Hello! 或是 Hi!, 你甚至可以发现根本不认识的人走在路上也会和你挥挥手打招呼，表示友好。通常如果对方没有停下来，那表示他和你说 Hi! 或 How are you? 只是纯粹打声招呼而已，你只要礼貌性回应 Hi! 就可以了。通常这样的问候只是一种礼节，如果你当时有点不舒服，也不用跟对方讲 I am not well, 因为他们不一定真的很关心实情。当然啦！如果是很熟的朋友，他们真的想了解时，你也不妨告诉他们。不过，要千万记住，通常只有很亲密的朋友或家人才可能对你的健康细节感兴趣。

如果对方是你认识的人，在问候语后面加上他们的称呼是比较礼

貌的说法。除了好朋友以外,我们通常要称呼对方的姓氏,也就是某某先生/女士,如 Mr. Brown 或 Ms. Lin。只有在征得对方同意以后,才可以直呼对方的名。而一个人的昵称(nickname)更是只有很熟的朋友才可以使用。

初次见面,一般采用握手的礼节。握手者双目注视对方,微笑,问候,致意,不要看第三者或显得心不在焉。除了关系亲近的人可以长久地把手握在一起外,一般都是握一下即可。上下级之间,上级伸手后,下级才能接握;主人与客人之间,主人宜主动伸手;男女之间,女方伸手后,男方才能伸手相握;当然,如果男方为长者,则遵照前面所说的方法。

Words and Expressions

Welcome. 欢迎。

friendship 友谊

cooperation 合作

specialty 专业

nationality 国籍

department 部门

give advice 指教

direction 指导

friendly cooperation 友好共事

Sentence Patterns

1. I am glad to meet you.
能和你见面,我很高兴。
2. May I know your name?
你叫什么名字?
3. My name's John Smith.
我的名字叫约翰·史密斯。
4. Hello, Mr. Brown.
你好,布朗先生。

5. Hi! Mike! How's it going?
嗨! 迈克! 近来好吗?
6. Do you mind if I sit here?
你介意我坐在这儿吗?
7. How's it going?
你过得怎么样?
How's it been?
情况怎么样?
How is everything?
一切都好吗?
How have you been?
你的情况怎么样?
How you been? (Informal)
你怎么样?
How're tricks? (Informal)
怎么样?
8. What have you been up to?
你一直在忙些什么?
9. What's new? (Informal)
有什么新消息吗?
10. What's up? (Informal)
怎么了?
What's happening? (Slang)
出了什么事?
What's going on? (Slang)
怎么回事?
11. I haven't seen you in years!
很久没见到你了!
Long time no see! (Informal)
好久不见了!
I haven't seen you in an age!

很久没见到你了!

I haven't seen you in a month of Sundays!

很长时间没与你见面了!

12. What a surprise to meet you here!

真没想到会在这儿遇到你!

Imagine meeting you here!

想不到在这儿遇到你!

Fancy meeting you here!

真没想到会在这儿遇到你!

Never thought I'd see you here!

万万没想到在这儿遇到你!

13. I am a manager (project manager, resident construction manager, construction, superintendent, controller staff member, engineer, technician, economist, supervisor, foreman, worker).

我是经理(项目经理、驻工地总代表、工地主任、管理员、职员、工程师、技术员、经济员、检查员、工长、工人)。

14. I work in the Chemical Engineering Construction Company (Construction Department, Inspection Section).

我在化工建设公司(施工部、检查科)工作。

15. My technical specialty is civil engineering (chemical engineering, process, mechanical equipment, electrical, instrumentation, piping, welding, furnace building, corrosion prevention, thermal-insulation, heating-ventilation, quality control).

我的技术专业是土建工程(化工工程、工艺、机械设备、电气、仪表、管道、焊接、筑炉、防腐、保温、采暖通风、质量管理)。

16. I am a mechanic (electrician, pipe layer, welder, carpenter, turner, blacksmith, builder, erector, riveter, rigger, concrete worker, engine-driver, repair worker).

我是一个机械工(电工、铺管工、焊工、木工、车工、铁工、建筑工人、安装工人、铆工、起重工、混凝土工、司机、修理工)。

17. Please allow me to introduce a fellow of mine, Mr. Blake.

请允许我介绍我的一位同事,布莱克先生。

Situational Dialogues

Dialogue 1

Zhang Hai: Good morning Mr. Mo, it's a pleasure to meet you again.

Mo: Nice to see you. If you work hard, sky the limits here.

Zhang Hai: Thanks, shall I meet my colleagues?

Mo: Sure, come with me.

Mo: Yi Di, I would like you to meet our new comer, Zhang Hai, he just graduated from Tsinghua University.

Yi Di: Nice to meet you.

Zhang Hai: I am new to this field and would appreciate your guidance.

Yi Di: That's all right. I will try my best to assist if you need any help.

Zhang Hai: Great!

Mo: Well, as other guys are still not in, I'll introduce you to them later.

Zhang Hai: All right.

Dialogue 2

In the following conversation, Carol Jacobs is a senior executive from a corporate head office. She's on a business trip to the company's Asian Division office (joint venture in Beijing). David Li, the Vice-President in charge of Asian operations, greets her.

David: Good morning, Carol. It's great to see you again. Did you have a good trip over?

Carol: Yes, it was a good flight. I was a little tired yesterday, but I'm OK now.

David: Great! If you're ready, I'd like to introduce you to some of our key personnel.

Carol: Let's go.

David: Carol, this is Kathy Chen, our Financial Officer. Kathy, I'd like you to meet Carol Jacobs.

Carol: I'm pleased to meet you, Kathy. You're doing a great job. The division's finances are in top shape.

Kathy: Thank you, Ms Jacobs. I'm happy to meet you, too.

David: And this is Ben Guo. He's in charge of Marketing. Ben, let me introduce Carol Jacobs.

Ben: How do you do, Ms Jacobs?

Carol: It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding sales figures I've seen.

Ben: Thank you. I must say I have a great staff.

David: I think you'll find all of our staff is top-notch.

Carol: I'm already convinced of that from the reports I've seen. Well, I'd like to see our manufacturing operation now, if I could.

Dialogue 3

Amber and Isabella arrive for work on Monday morning. Isabella introduces Amber to a number of co-workers on the way in. Then she introduces him to department manager. Amber also gets to meet some of the people who will be working with.

Isabella: Good morning, Jim. I'd like you to meet Amber. She's our new Software Engineer. Amber, Jim is our Personnel Officer.

Jim: (*shakes hands with Amber*) Hello, it's a pleasure to meet you, Amber. Welcome aboard.

Amber: Thank you. I'm glad to meet you, too.

Isabella: And this is Frank. He's part of your team.

Amber: Hi, Frank, I'm very happy to meet you.

Frank: Hello, Amber, I'm glad to meet you.

Isabella: (*smiling*) Only good things, John. Oh, and here comes Ed Blakely, the department manager.

Ed: Hello, you must be Amber. Pleased to meet you.

Amber: It's an honor to meet you, sir. I'm looking forward to work-

ing for you.

Ed: From what I've heard, you're going to fit in just fine. I'll see you this afternoon to go over things.

Amber: Fine with me.

Isabella: And this is Margot. She's also part of your team.

Mira: Hello, Amber. It's good to see you.

Amber: Hello, Margot. The pleasure's all mine.

Dialogue 4

Han Mei is at a party. She is talking? with Mrs. Kingsley.

Han Mei: Hello, Mrs. Kingsley. Nice to meet you.

Kingsley: Hello, Dear. It's so nice to see you again. And just call me Sophie, as I

said. Oh, you've changed your hairstyle.

Han Mei: Do you like it?

Kingsley: You look lovely. And it goes? very well with your Chinese dress.

Err. . . . What do you call it?

Han Mei: Qipao.

Kingsley: It sounds beautiful. And it is.

Han Mei: I'm glad you like it.

Dialogue 5

Stone is a new employee of the corporation and this is his first day for work.

Amy: This is our new employee Stone.

Stone: Hi! Everybody! So glad to meet you all!

Amy: Would you make a brief introduction about yourself?

Stone: Sure! Thank you! First of all, my name is Stone. My hometown is Shanghai, China. I was born and raised there. I love it very much! Second, I'm a postgraduate from Tsinghua University and my major is Western Economics. I've heard so much about this corporation and I've been looking forward to working here. Last but

not least, I can speak English, but The States is absolutely a brand new place for me.

Amy: Okay! So firstly, allow me to introduce our corporation to you. Our corporation is a joint venture, which is doing business with China, now, mainly focusing on providing a unique collection of sports shoes of different types and styles. As a matter of fact, our company leads the industry and most of the goods are sold to Canada.

Stone: I see, what about my work?

Amy: I am considering you to be in charge of the promotion of goods. What do you say?

Stone: No problem, please give it to me. I will do it well. You can count on me!

Amy: And if you have any questions, please don't hesitate to ask Helen who is in charge of the Personnel Department.

Stone: Okay! I really appreciate it.

Notes

Dialogue 1

1. Self-introductions often include three steps: greeting, introduction and response.
2. In English-speaking cultures, people who greet one another the first time always shake hands. There is usually a difference between “meet” for a first meeting and “see” for a second and subsequent meeting.
“Nice to meet you.” (first time)
“Glad to see you.” (again)
3. 与人谈话时,不要用手指指人,不宜与对方离得太远或太近。不要过于兴奋,过多的手势会被认为不得体。不要使自己有紧盯或逼视对方的样子。对女士衣饰可予以赞扬,但不要问人家是花多少钱买来的等问题。要牢记对方的姓名和职位。

Dialogue 2

1. joint venture 合资
2. key personnel 主要人员, 关键人员
3. top-notch 拔尖的

Dialogue 3

Personnel Officer 人事部主任

Dialogue 4

1. Last but not least 最后一点, 也同样重要的是
2. focus 集中

He was too shortsighted to focus on the object.
他由于近视过深而无法把视力焦点对准在该物体上。

3. promotion of goods; 产品促销

4. You can count on me. 你可以依赖我。

You can count on me to help you any time.
在任何时候你都可以依赖我的帮助。

You can count on me to help in case of difficulty.
如有困难, 当助一臂之力。

I hope he can count on the same assistance you've given me in the past.

希望你也像过去协助我一样地给他帮助。

Reading Materials

Greetings

East is east, and west is west, and never the twin shall meet. At least, that's what English writer Rudyard Kipling said. Truth is, nowadays Easterners and Westerners meet quite often. And when they do meet, naturally, they have to find an appropriate greeting. Aye, there's the rub. What's culturally appropriate for people in one culture may be completely out of line in another culture. So the best approach is to follow the well-known maxim, "When in Rome, do as the Romans do."

So what's an appropriate salutation for Americans? Maybe you already know how to say, "How are you?" You might even know the customary response, "Fine, thanks, and you?" Is that all there is to greeting people American-style? Well, Americans do often use this trite greeting, and they generally expect nothing but the standard answer. (If you want to shock an American friend, the next time he greets you this way, tell him how you're really doing.) But most Americans enjoy a little variety now and then. In informal settings, you might hear Americans say, "How's it going?" (This doesn't mean, "What's your destination?") or "What's up?" (This isn't an inquiry about the stock market.) Formal situations, on the other hand might call for expressions like "Good morning" or "Hello, it's nice to see you."

After the initial "hello", what kind of comments is appropriate to kick off a conversation? You might engage in small talk and make a remark about the weather, your job or current events. Or you could ask your American friend about his recent activities or his upcoming plans. If you know that he's been under the weather, you might ask him how he's feeling. But don't make use of personal comments or questions like "Boy, you've put on weight!" or "What are all those bumps on your face?" or "How much money did that necklace cost?" Americans might take offense at questions or comments about money or their appearance.

One other caution: In some social contexts, particularly in an office or a professional setting, greetings between the sexes should be very conservative. If you're a man, greeting a woman with a statement like "Wow! You look beautiful today!" may be construed as a come on. So when you're giving a compliment, the key is to use discretion.

What about overt displays of affection, like hugging and kissing? Contrary to some stereotypes, Americans don't go around hugging